

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion – Release of Advertisement to publish in “Outlook Traveller + Outlook Business ” a weekly Newsmagazine, Oct 08 & Nov 2008 issues ,through M/s. Livewires Advertising Pvt, Ltd., – Publication Charges – Amount Sanctioned - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.1270

Dated: 31-12-2008

Read the following:

- 1 Govt. Lr.No.3978/PMU/DDC/2008, YAT&C (PMU) Department. dt. 22.08.2008.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No. 162 /Display-PP/Advt.I-2/2008-09, I&PR Department, dt.26-08-2008.
- 6 Bill No. Advt-325, dt. 04.10.2008 of M/s. Livewires Advertising Pvt, Ltd., Hyderabad.
- 7 Bill No.Advt.387, dt.05.11.2008 of M/s. Livewires Advertising Pvt, Ltd., Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department has hosted Pacific Asia Travel Association (PATA) 2008, the prestigious travel mart event in Hyderabad, keeping in view that the Outlook group publications was associated with this event, this Department released advertisements to publish in “Outlook Traveller + Outlook Business ” a weekly Newsmagazine, Oct 08 & Nov 2008 issues to highlight pre PATA and post PATA, through M/s. Livewires Advertising Pvt, Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 2,50,000/- + Rs.2,50,000/- vide letter 6th & 7th read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.5,00,000/- (Rupees Five Lakhs only) towards publication of the advertisement in Outlook Traveller + Outlook Business ” a weekly Newsmagazine.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference - 500 – other charges – 503 – other expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT

To,
M/s. Livewires Advertising Pvt, Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER